



A Snapshot Of Our Digital World

- Your audience is connected!
- ▶ Percentage of general public using:
 - Internet
 - 78.6% of N. America uses the internet, a 153.3% growth from 2000
 - The average US internet users spends 32 hours online/month




A Snapshot Of Our Digital World

- ▶ Percentage of general public using:
 - Email
 - 78.4% of U.S. population have email addresses
 - 90% of adults subscribe to emails from brands



A Snapshot Of Our Digital World

- ▶ Percentage of general public using:
 - Social Media
 - Social media use has increased 356% in the US since 2006
 - 62% adults worldwide use social media



A Snapshot Of Our Digital World

- ▶ Percentage of general public using:
 - Smart phones
 - Accounts for 10% internet use world wide
 - 1.08 billion of the world's 4 billion mobile phones are smartphones
 - More than 85 million smart phones in use in the US



A Snapshot Of Our Digital World

- ▶ Global Profile of Facebook user
 - Use:
 - 67% of Internet users are on Facebook
 - 16% use Twitter




A Snapshot Of Our Digital World

- ▶ Global Profile of Facebook user
 - Gender:
 - 71% of female users are on Facebook
 - 62% of male users are on Facebook



A Snapshot Of Our Digital World

- ▶ Global Profile of Facebook user
 - Age:
 - 83% of users between 18–29 are on Facebook
 - 77% of users between 30–49 are on Facebook
 - 52% of users between 50–64 are on Facebook



Why Digital Promotions Appeal To Sponsors?

- ▶ Increases overall impressions
- ▶ Reaches targeted demo
- ▶ Expands sponsorship reach beyond live attendees
- ▶ Immediate
- ▶ Measurable



Why Digital Promotions Appeal To Sponsors?

- ▶ Sharable (viral)
- ▶ Engages consumer
- ▶ Give sponsorship "legs"
- ▶ Cost efficient (but *not* free)




Strategies For Successful Activation

- ▶ Organic – Coming from and being related to the activity or character of the sponsorship property- “endemic”



Strategies For Successful Activation

- ▶ Relevant – Your presence at the sponsored event must “make sense” to the attendee or spectator and relate to their life and interests



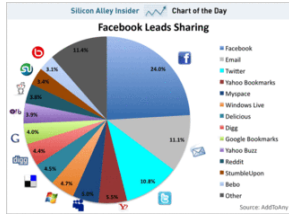
Strategies For Successful Activation

- ▶ Interactive – Create an experience that appeals to, engages and emotionally impacts your target customer
 - Capture the emotion of the moment
 - Enhance their experience
 - Engage and involvement them with what is going on (moving from spectator to participant)
 - Provide “unbuyable” experiences



Strategies For Successful Activation

- ▶ Measurable – Provides metrics to determine whether key objectives are being fulfilled



Strategies For Successful Activation

- ▶ “Wow” Factor – Your activation is so cool and interesting that event guests are talking about it, others are being driven to your location, (whether onsite or virtual) becoming a property “asset” in and of itself.



Four Keys To Effective Digital Engagement

- ▶ Create a plan & work it!
 - Objectives
 - Desired deliverables
 - Measurement metrics
 - Strategies
 - Tactics
 - Timetable
 - Budget
 - Management & Oversight



Four Keys To Effective Digital Engagement

- ▶ Target your audience
 - Who is the desired target?
 - Geo-target
 - Gender
 - Lifestyle & Interests
 - Other characteristics
 - Remarketing / Retargeting
 - Cookies
 - Based upon key words



Four Keys To Effective Digital Engagement

- ▶ Don't underestimate your followers
 - Authentic communication
 - They know you are marketing to them
 - 51% of consumers expect marketing from brand
 - Engaging, interesting dialogue
 - Empower and engage your followers
 - Keep it 2-way
 - Consumers have the power
 - Negative v. positive engagement



Four Keys To Effective Digital Engagement

- ▶ Avoid becoming "noise"
 - 80/20 rule
 - 44% of Facebook users who "unlike" a brand do so because of too frequent of posts
 - Relevant, content-rich communications
 - Special "club" offers
 - 40% "liked" on FB to receive special discounts



Digital Platforms For Sponsorship Engagement

- ▶ **Passive Platforms**
 - Information consumer needs to “discover”
 - Website
 - Static blogs
 - YouTube postings



Digital Platforms For Sponsorship Engagement

- ▶ **Push Platforms**
 - Proactive communication being pushed out to consumer
 - Social Media platforms
 - Facebook
 - 93% of US adult Internet users are on Facebook
 - 137.6 million unique visitors per month in US alone
 - 7:45:49 = time spent/person per month



Digital Platforms For Sponsorship Engagement

- ▶ **Push Platforms (continued)**
 - Social Media platforms (continued)
 - Twitter
 - 18-29 age group is more represented (29%)
 - +50% of active Twitter users follow companies, brands, products
 - 79% more likely to recommend followed brands, 67% of more likely to purchase



Digital Platforms For Sponsorship Engagement

- ▶ Push Platforms (*continued*)
 - Social Media platforms (*continued*)
 - Actively Marketed Blogs
 - Companies that blog have 55% more website visitors
 - Pinterest
 - Instagram



Digital Platforms For Sponsorship Engagement

- ▶ Push Platforms (*continued*)
 - Blasts
 - e-newsletters
 - Special offers e-blasts
 - SMS "text" Mobile Clubs
 - Expensive, but...
 - Carry a 97% open rate



Digital Platforms For Sponsorship Engagement

- ▶ E-Collateral
 - Information provided in digital formats in lieu of print
 - Guidebook
 - Virtual Goodie Bags
 - Podcasts
 - Others



Digital Platforms For Sponsorship Engagement

- ▶ Digital Promotions
 - Sponsor activations created expressly for digital implementation
 - Face-to-face engagement utilizing digital tools (e.g. tablet)
 - Online contest
 - Facebook promotions
 - Others




Measuring ROI

- ▶ Set Metrics
 - Sponsorship Metrics v. Event Goals



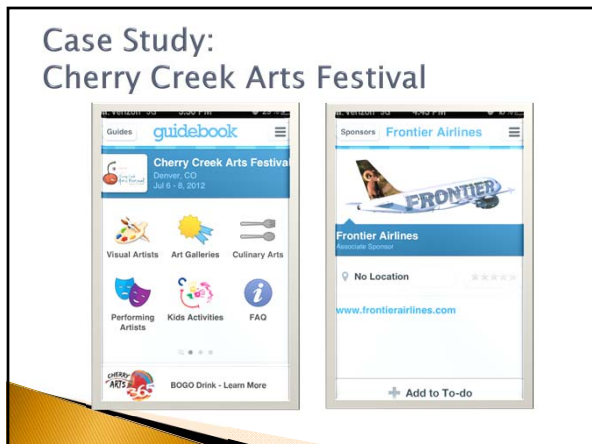
Measuring ROI

- ▶ Success Factors
 - Key Performance Indicators (KPI)
 - Reach
 - Retweet Rates
 - Engagement
 - ROI
 - Media Equivalent Value
 - Unique URL
 - Social Clicks

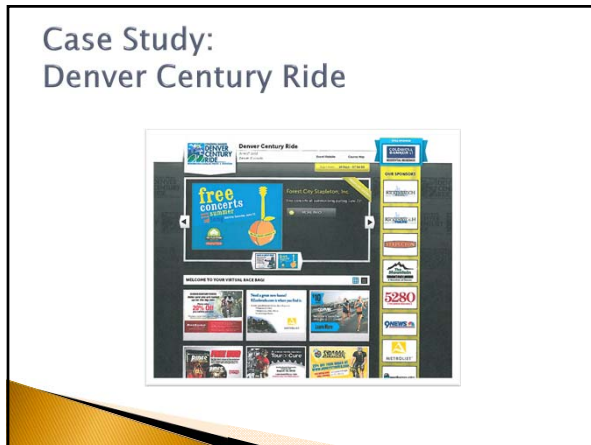












Concluding Thoughts

- ▶ Employing digital activations is effective, measurable and will extend your event to new audiences and beyond the confines of your event site and dates
- ▶ Sponsors are seeking these types of engagements with your attendee, so you had better be prepared to provide it
- ▶ Digital promotions can be complex! You need to find people who understand digital platforms to help you develop, manage and maintain your electronic assets and platforms

